

**GenIC Clearance for CDC/ATSDR  
Formative Research and Tool Development**

**Youth Audience Message Testing of  
Substance Use Prevention Messages**

**Attachment 6—Materials for Testing**

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Communication Branch

Division of Overdose Prevention (DOP)

National Center for Injury Prevention and Control (NCIPC)

Centers for Disease Control and Prevention (CDC)

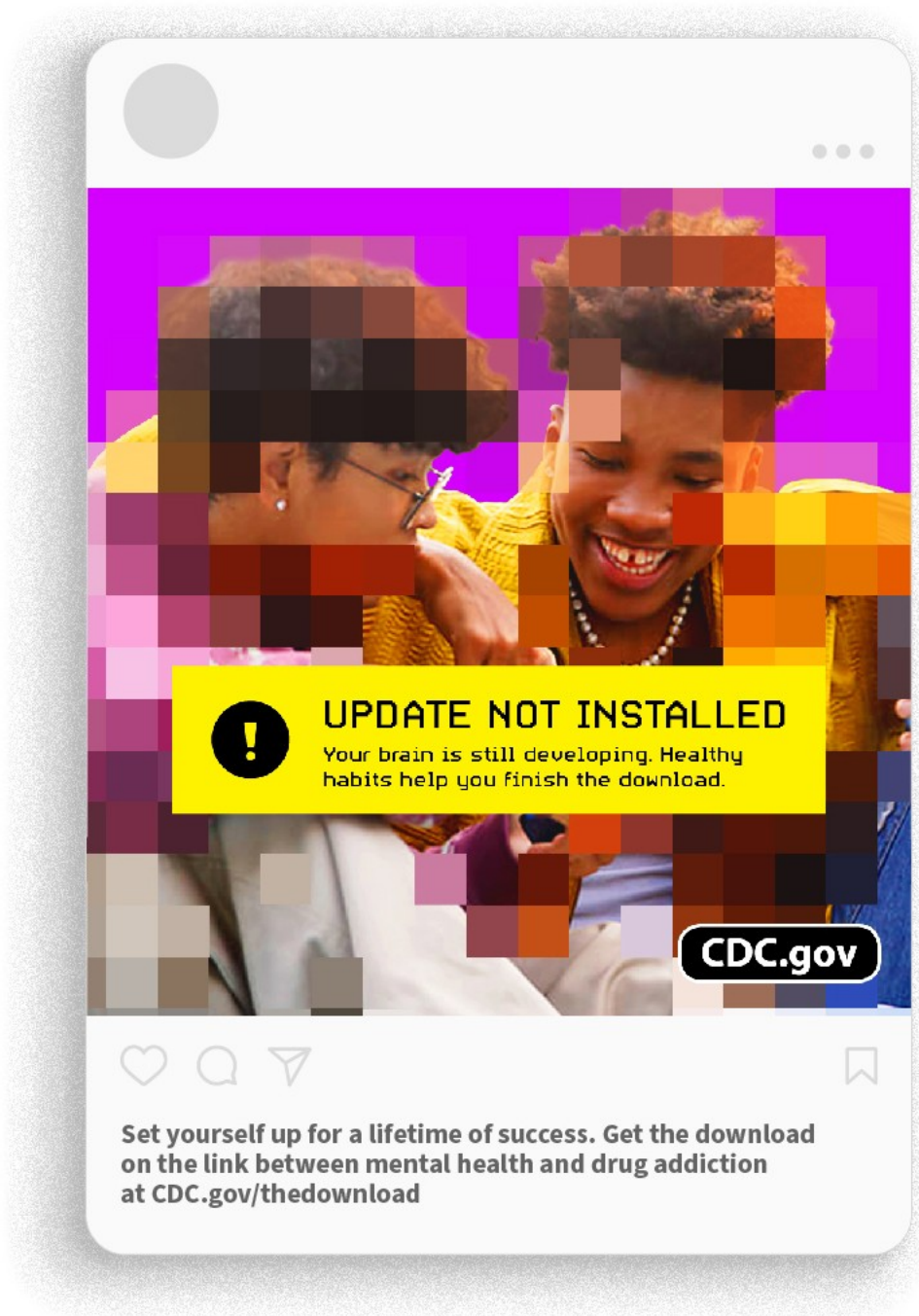
4770 Buford Hwy NE, MS S106

Atlanta, Georgia 30341

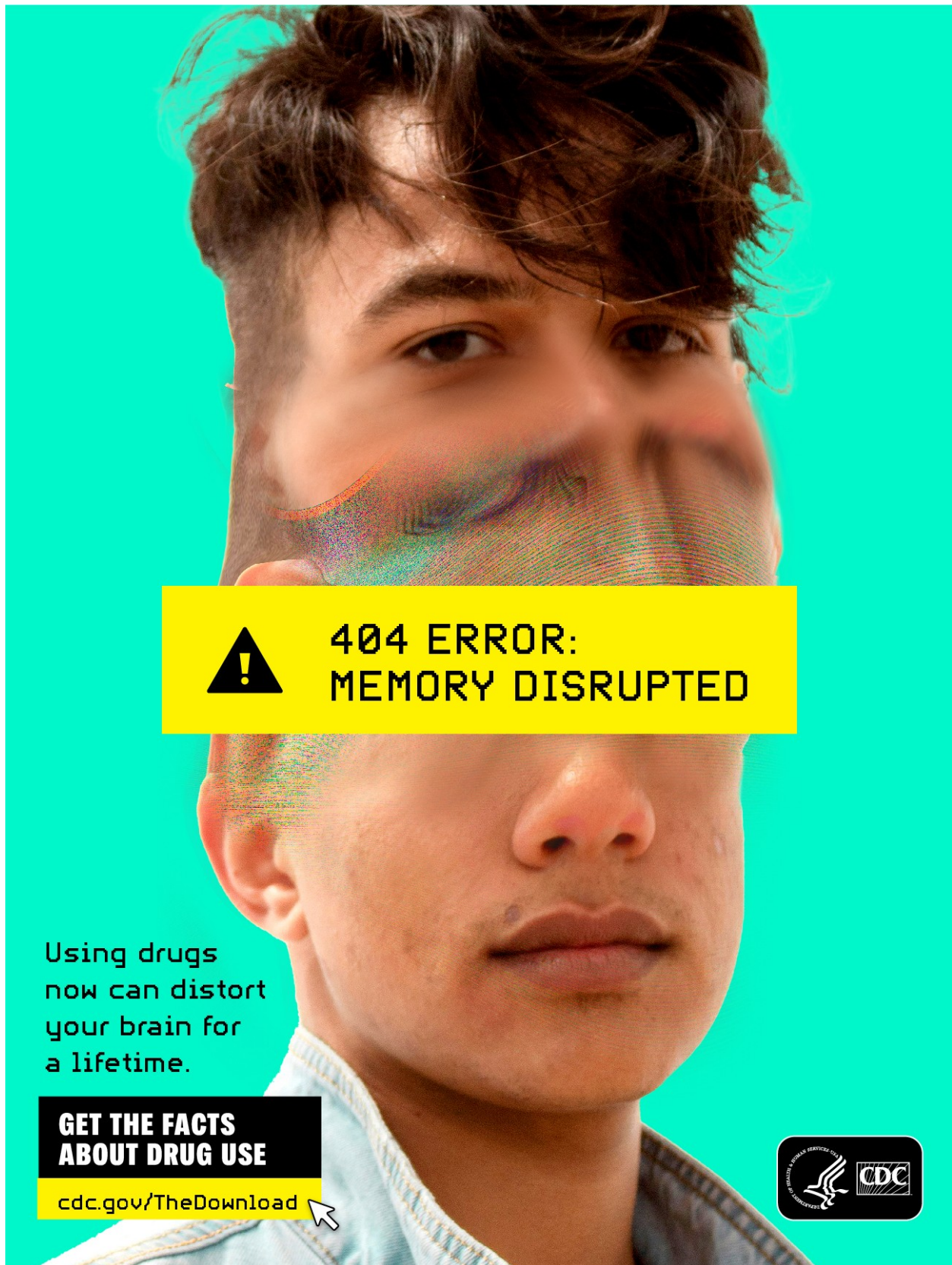
Phone: 770-488-5423


Email: [gnk2@cdc.gov](mailto:gnk2@cdc.gov)











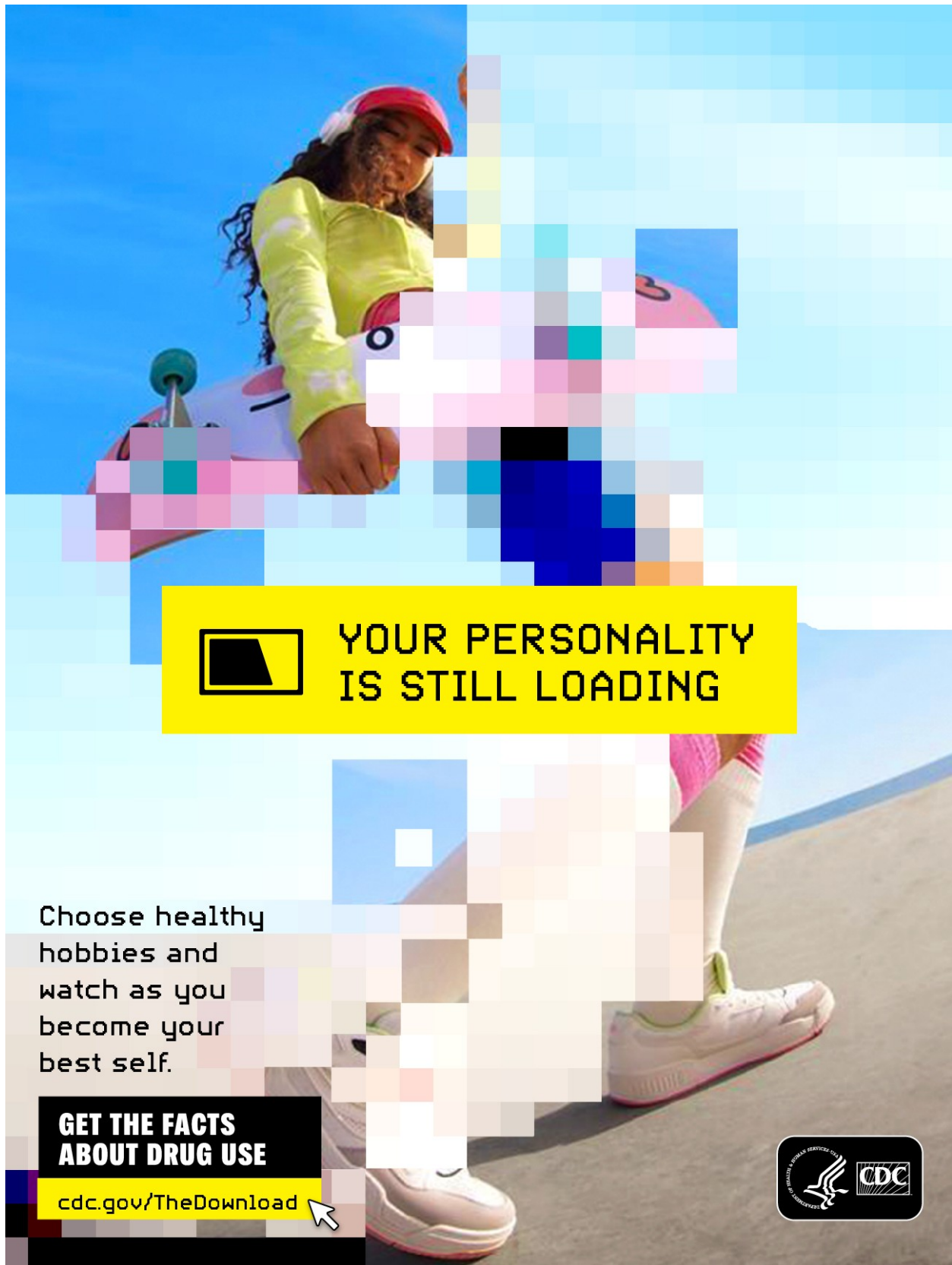
 **404 ERROR:  
MEMORY DISRUPTED**


Using drugs  
now can distort  
your brain for  
a lifetime.

**GET THE FACTS  
ABOUT DRUG USE**

[cdc.gov/TheDownload](https://cdc.gov/TheDownload) 







 **YOUR PERSONALITY  
IS STILL LOADING**

Choose healthy  
hobbies and  
watch as you  
become your  
best self.

**GET THE FACTS  
ABOUT DRUG USE**

[cdc.gov/TheDownload](https://cdc.gov/TheDownload) 





## UPDATE NOT INSTALLED

Your brain is still developing. Healthy habits help you finish the download.

**CDC.gov**





 **MALWARE DETECTED**

Drug use can corrupt your internal hard drive, increasing your risk of addiction.

**CDC.gov**







**LEVEL UP**  
**is GONNA BE SICK**

**Good mental health is key to the plot.**  
Learn about the link between  
drug use and mental health at

 [CDC.gov / levelup](https://www.cdc.gov/levelup)





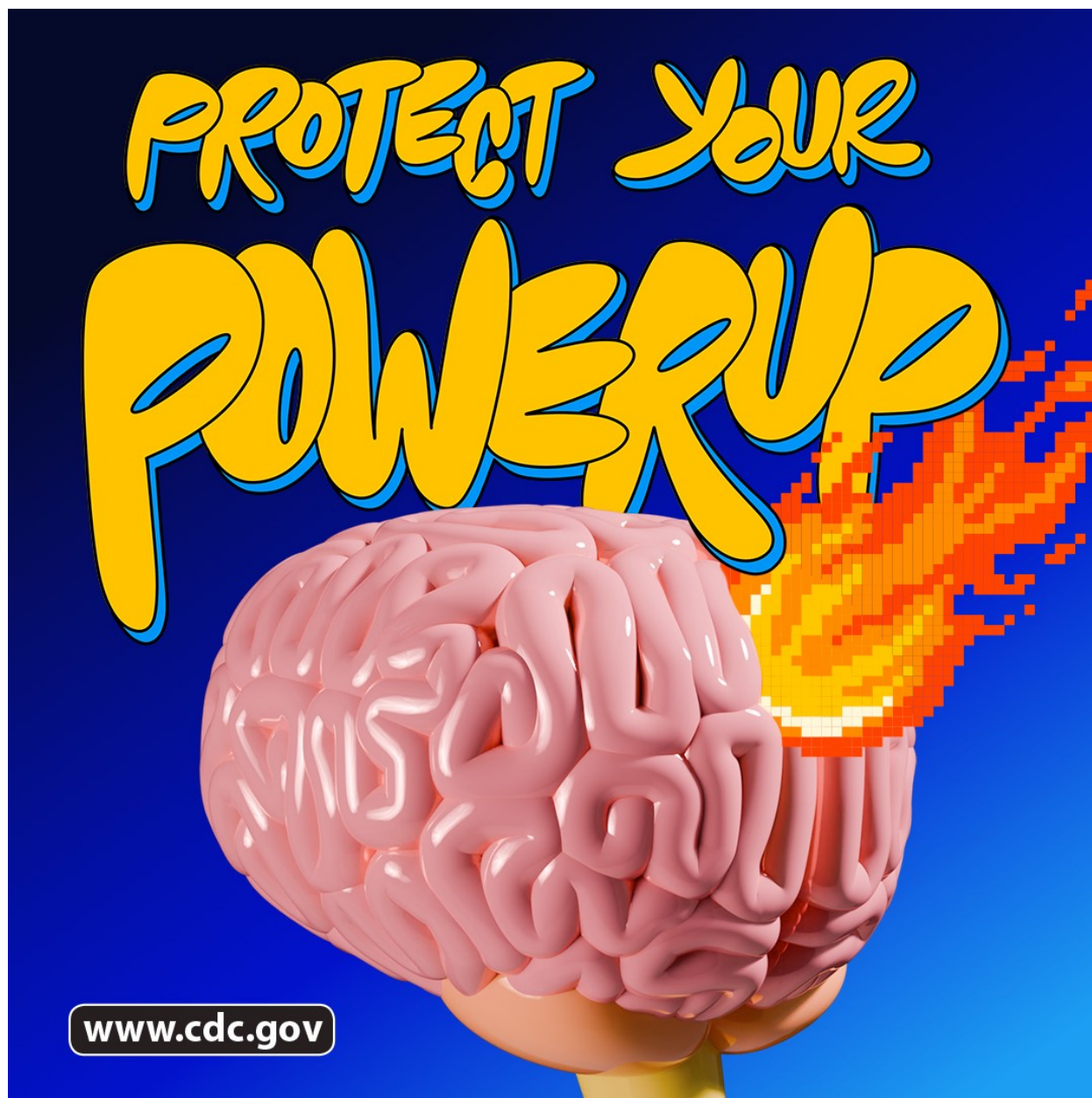
# BE THE MAIN CHARACTER

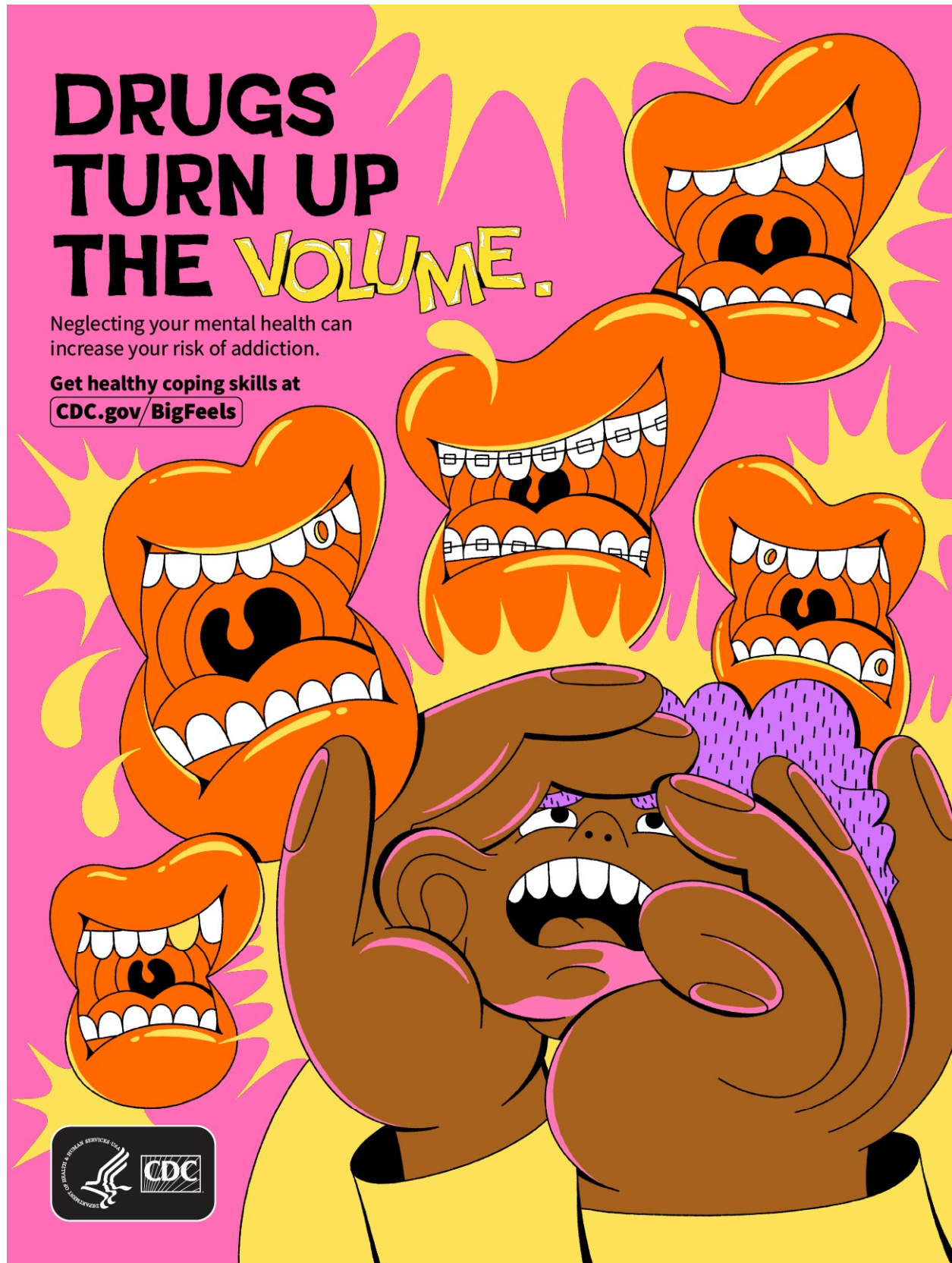
**Don't let drugs steal your level up.**  
Get tips on healthy habits at  
[CDC.gov / levelup](https://www.cdc.gov/levelup)

 DEPARTMENT OF HEALTH & HUMAN SERVICES











# IT'S **OKAY** TO NOT BE **OKAY.**

Nearly half of all adolescents experience a mental health disorder.

Healthy coping habits can lower your risk for drug addiction.

Work out the kinks at

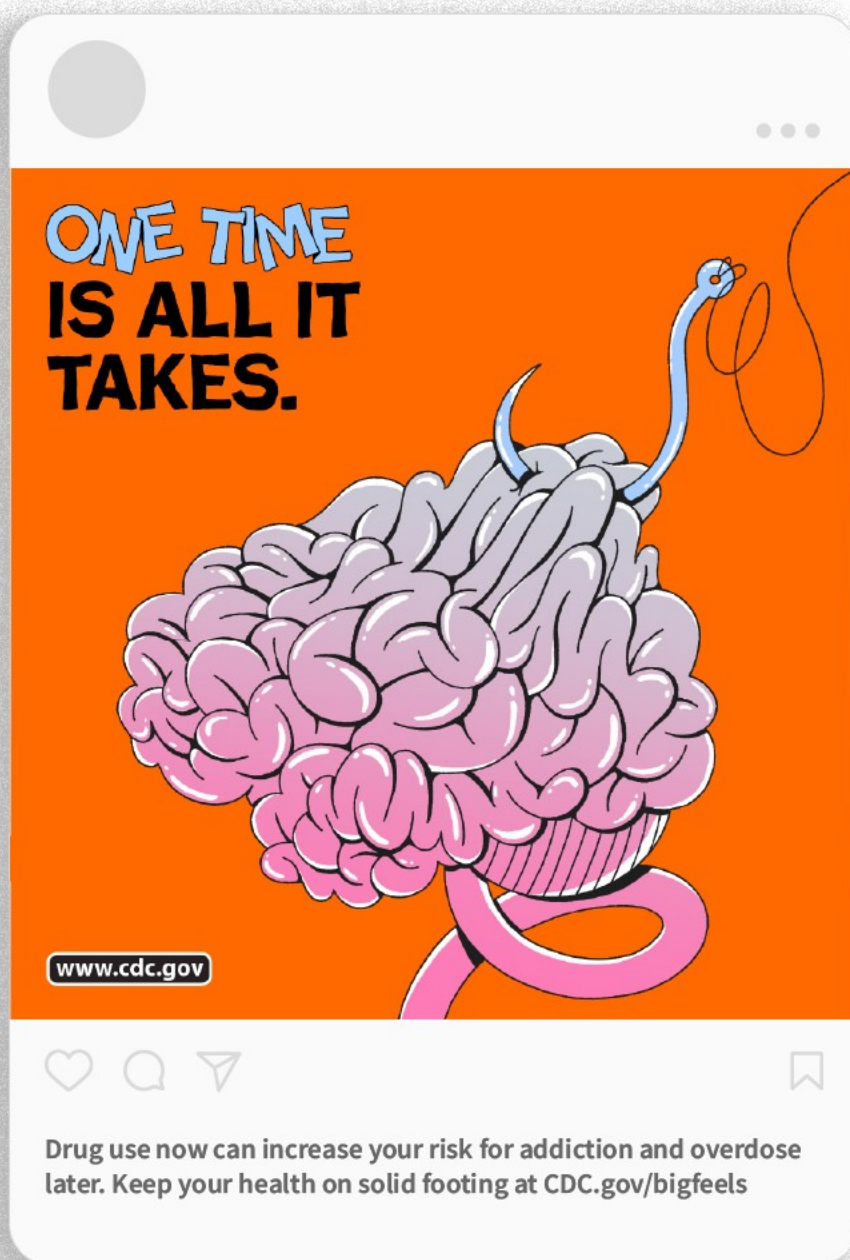
**CDC.gov/BigFeels**















**CORRECT THE AESTHETIC.**

[www.cdc.gov](http://www.cdc.gov)

♡    💬    ↵    📌

The drug use you see on social media is a lot different in reality. Look behind the feed to see the real impact of drug use on your mental and physical health at [CDC.gov/bigfeels](http://CDC.gov/bigfeels)

